

Message Text

UNCLASSIFIED

PAGE 01 MILAN 00692 211549Z

62

ACTION EUR-25

INFO OCT-01 ISO-00 CIAE-00 EB-11 INR-10 LAB-06 NSAE-00

PA-04 RSC-01 SIL-01 USIA-15 PRS-01 DRC-01 /076 W

----- 107013

R 211347Z MAY 74

FM AMCONSUL MILAN

TO SECSTATE WASHDC 3597

INFO USDOC WASHDC

AMEMBASSY ROME

UNCLAS MILAN 0692

E.O. 11652: N/A

TAGS: BEXP IT

SUBJ: MAY SHOW FINAL REPORT

REF: STATE A-1544

1. DATA & TELECOMMUNICATIONS EQUIPMENT
2. USTC MILAN, MAY 14-18, 1974
3. FIFTYNINE EXHIBITORS
4. SALES DURING SHOW \$604,000
5. SALES PROJECTED SUBSEQUENT YEAR
 - A) NTM - \$7,280,000
 - B) OTM - \$8,570,000
6. FOURTEEN EXHIBITORS SOUGHT EXREPS
7. SEVEN EXREPS APPOINTED DRUG SHOW BY FIVE EXHIBITORS.
8. SIXTEEN ADD'L. EXREP AGREEMENTS EXPECTED BY ELEVEN EXHIBITORS.
9. N.A.
10. TOTAL 1,735 REGISTERED VISITORS.
11. A) INT'L DATA SCIENCES, INC., PROVIDENCE, R.I.; NTM; FLOOR SALES 50,000 DOLS.; ADD'L SALES EXPECTED 250,000 TO 1,500,000 DOLS.; PENETRATED GERMAN, FRENCH, AND SPANISH MKTS 1ST TIME. INTRODUCED DATA ERROR CORRECTION TEST SET AND MODEM SIMULATOR TO ITALY. JEROME BERLINER, PRES., EMEC INC., HALLANDALE, FLA. REPRESENTED IDS PLUS TWO OTHER EXHIBITORS REALIZING ANOTHER 4,500 DOLS. FLOOR SALES AND 400,000 TO 700,000 DOLS. PROJECTED WHILE ALSO PENETRATING

UNCLASSIFIED

UNCLASSIFIED

PAGE 02 MILAN 00692 211549Z

TURKISH MKT. 1ST TIME. CLEARED.

B) COMPUTER MEASUREMENTS CO., CHATSWORTH, CALIF.; NTM; FLOOR SALES 10,000 DOLS.; ADD'L SALES EXPECTED 150,000 DOLS.; APPOINTED TWO AGENTS

FOR ITALY AND FRANCE AT SHOW; THREE ADD'L AGENTS UNDER NEGOTIATION. DELL D. SHANKS, PRES. INTRODUCED RADAR RANGE CALIBRATOR, COUNTER-TIMERS AND PULSE GENERATOR; PENETRATED ITALY, FRANCE, SPAIN, GERMANY, TURKEY, AND FRANCOPHONE AFRICA 1ST TIME. CLEARED.

C) WABASH TAPE CORP., HUNTLEY, ILL.; NTM; FLOOR SALES 25,000 DOLS.; ADD'L SALES EXPECTED 300,000 DOLS. DONAM M. MILLER, VICE PRES. INTRODUCED FLOPPY DISK AND MAG. TAPE CASSETTES ALSO PENETRATING HUNGARY AND CZECHOSLOVAKIA 1ST TIME. ITALIAN AGENT WROTE, "WABASH TAPE CORP. WAS UNKNOWN TO THE ITALIAN MARKET AND THANKS TO THE SHOW THEY HAD GREAT SUCCESS. WE GOT ORDERS ON THE SPOT." CLEARED.

D) TEKTRONIX, INC., BEAVERTON, ORE.; OTM; FLOOR SALES 15,000 DOLS.; ADD'L SALES EXPECTED 800,000 TO 1,200,000 DOLS. RUGGER CULTRERA, EDP MGR. OF ITALIAN AGENT FOUND HIGH INTEREST IN VIDEO GRAPHIC TERMINALS. HE REPORTED, "THIS SHOW WAS VERY SUCCESSFUL IN TERMS OF QUALIFIED PROSPECTS." CLEARED.

E) MAI INT'L, INCE., NEW YORK, N.Y.; NTM; FLOOR SALES 75,000 DOLS.; ADD'L SALES EXPECTED 500,000 DOLS; ONE AGENCY UNDER NEGOTIATION. C. JEREMIAS, EUROPEAN GEN'L MGR. INTRODUCED A MULTITERMINAL COMPUTER SYSTEM TO ITALY. CLEARED.

F. PRIME COMPUTER, INC., NATICK, MASS.; OTM; QWAMO. SALES PROJECTION 120,000 DOLS. FOR COMPUTER SYSTEM. GABRIEL D'ANNUNZIO, MKTING SERVICES MGR., WROTE, "SHOW WAS VERY WELL ORGANIZED (IN FACT IT WAS BEST BIC SHOW I HAVE ATTENDED). GOOD PRE-SHOW PROMOTION PRODUCED SEVERAL GOOD LEADS IN ITALY." CLEARED.

12. SHOW BENEFITED FROM EXTRAORDINARY PRESS AND PUBLIC INTEREST AROUSED BY PARTICIPATION OF PTT DIRECTOR AND SIP DIRECTOR GENERAL WHO OPENED SHOW AND PARTICIPATED IN PRESS CONFERENCE AND ROUNDTABLE. EMBASSY ROME SECURED THEIR PARTICIPATION THROUGH PRESTIGE OF SCIENCE ATTACHE AND EFFORTS OF COMMERCIAL COUNSELOR AND STAFF. CONSUL GENERAL HOSTED VIP'S AT LUNCH HIS RESIDENCE. IN TURN, TC DIRECTOR PARTICIPATED

IN EMBASSY'S PRE-SHOW TRADE MISSION IN ROME WHICH HIGHLY SUCCESSFUL INTRODUCING EXHIBITORS TO GOVERNMENT AND OTHER ROME BASED PROSPECTS AND IN AROUSING INTEREST IN TC SHOW. EXCELLENT TWO DAY SERIES OF TECHNICAL CONFERENCES ARRANGED BY EXHIBITORS DREW HIGH QUALITY PROSPECTS. TC PROMOTION CAMPAIGN PRODUCED LARGE VOLUME PRE-SHOW REQUESTS FOR INVITATIONS FROM ITALY AND ABROAD, MANY BY TELEX. HIGH NUMBER UNCLASSIFIED

UNCLASSIFIED

PAGE 03 MILAN 00692 211549Z

OF PARTICIPANTS 40 PERCENT OF WHOM SIGNED AT MTC RESULTED IN BALANCED SHOWING OF LATEST AMERICAN TECHNOLOGY. IMMEDIATE SALES THIRD HIGHEST AT MTC; PROJECTIONS SECOND HIGHEST. ALL EXHIBITORS SEEKING SALES REPS. APPOINTED OR NEGOTIATING WITH PROSPECTS. FOURTEEN EXHIBITORS REPORTED 25 NEW MARKET PENETRATION IN 13 COUNTRIES OTHER THAN ITALY. THIRTY-ONE EXHIBITORS WERE NTM. PRIM. OBJECTIVE ACHIEVED FULLY BY 51, PARTIALLY BY FIVE, NOT BY THREE. FLOOR SALES WOULD PROBABLY HAVE BEEN HIGHER IF IMPORT RESTRICTIONS HAD NOT BEEN

INTRODUCED THE WEEK BEFORE, PARTICULARLY SINCE TELECOMMUNICATIONS
EQUIPMENT SUBJECT (EDP EQUIPMENT EXEMPT). NEVERTHELESS TOTAL
IMPLICATIONS OF RESTRICTIONS HAD NOT YET PENETRATED MARKET CONSCIOUS-
NESS AND THUS ASSESSMENT OF TOTAL IMPACT MUST BE DEFERRED.FINA

UNCLASSIFIED

NNN

Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 21 MAY 1974
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1974MILAN00692
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D740126-0731
From: MILAN
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1974/newtext/t19740531/aaaabaub.tel
Line Count: 119
Locator: TEXT ON-LINE, ON MICROFILM
Office: ACTION EUR
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 3
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: STATE A-1544
Review Action: RELEASED, APPROVED
Review Authority: martinjw
Review Comment: n/a
Review Content Flags:
Review Date: 29 OCT 2002
Review Event:
Review Exemptions: n/a
Review History: RELEASED <29 OCT 2002 by boyleja>; APPROVED <07 JAN 2003 by martinjw>
Review Markings:

Declassified/Released
US Department of State
EO Systematic Review
30 JUN 2005

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: MAY SHOW FINAL REPORT
TAGS: BEXP, IT
To: STATE
Type: TE
Markings: Declassified/Released US Department of State EO Systematic Review 30 JUN 2005